B. I. News

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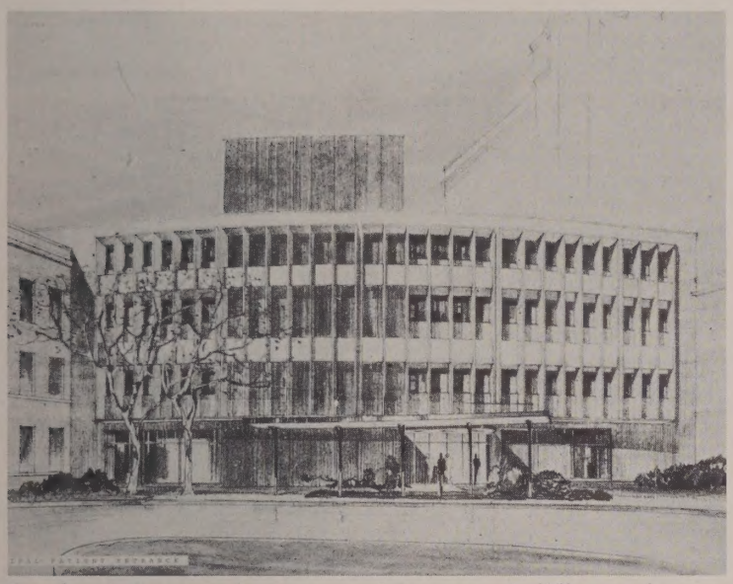
To Raise $7,500,000 in Building Fund Drive for Expansion; New Construction, Renovation to Advance Hospital Services



Facade of the new three-story and basement building to be constructed between the O.P.D. and the North Building. It will serve as the principal patient entrance, and will house centralized admitting, the centralized Medical Library, teaching classrooms, etc.

To keep Beth Israel Hospital in the front rank of teaching hospitals and to incorporate far-reaching medical progress into the framework of patient care, the Board of Trustees has authorized a fund drive to raise $7,500,000, it was announced by Rudolph H. Wyner, President.

Dr. Sidney S. Lee, General Director, has informed the B.I. News that announcement of the drive will be made at the Annual Dinner of the Beth Israel Hospital Association on November 20.

Role of Hospital Increasing in Importance

"The role of the hospital—and especially the teaching-research hospital—in providing first-rate modern medical care is of ever-increasing importance," Dr. Lee declared. "The decision to engage in this fund raising campaign means that the Hospital is determined to maintain its unique position as a teaching Hospital under Jewish sponsorship and to participate in what is now and probably will continue to be one of the great medical centers of the world—the Harvard Medical Center."

Growing out of five years of study and planning, the Hospital's expansion program is geared to further coordination of services, and to provide facilities which will help to continue to attract top-flight leadership of the caliber which has made the Hospital great.

The building program will involve new construction and the remodeling of certain existing facilities.

Major Changes Directed at Four Areas

1. Construction of a new 3-story and basement building between the O.P.D. and the North Building.
2. Complete remodeling and reorganization of the Out-patient Department and the Emergency Ward.
3. Addition of a fourth floor to the Yamins Research Building to ease overcrowding in the laboratories.
4. Construction of X-ray Diagnostic and Radiotherapy facilities.

Other Changes Due

Other changes include centralization, coordination and expansion of the Clinical Laboratories; centralization of Medical Records and development of a complete unit record system; centralization of admitting; additional teaching space; relocation and centralization of the Medical Libraries; remodeling of some existing space for research purposes; expansion of the Animal Farm to provide animal quarters required for research, teaching and patient service programs; remodeling and rearrangement of In-Patient Service in the North Building; air conditioning of the Operating Suite.

"The Hospital staff and employees will be kept fully informed as this project progresses," Dr. Lee concluded.

A Thanksgiving Tale: Turkey in BIH Style

Employees and patients alike
will delight
In the Thanksgiving Feast
offered this year.
Bill Janek, the helmsman, and
his devoted crew
Have planned, 'tis told, a
fantastic brew!

They're setting tables on the
sunny South Side
Bedecked with huge bowls of
fruits, nuts and mints
And on the trays which travel
to patients, we hear,
There'll be favors and menus
with colorful prints!

Twenty-five turkeys weighing a
quarter of a ton
Will be roasted superbly, and
further embellished
With gallons of dressing, gravy
and relish.

Pumpkin pie, cider and crunchy
red apples,
Selected to please the haughtiest
palate

(Continued on Page 2, Col. 1)

Service Helps Keep BIH Staff and Employees Fit

The Health Service at Beth Israel Hospital serves a unique function—it acts as a health counsel for all employees.

Under the direction of Dr. Julian Snyder and Dr. Paul Shapiro, the Service has developed over the years into "the watchdog of employee health."

Health Service Hours

The Service is open from 8:00 a.m. to noon and from 1:00 p.m. to 4:00 p.m., Monday through Friday. At other times, employees are cared for in the Emergency Ward.

The first contact employees have with the medical facilities of the Hospital is with the Health Service, where every employee is given a pre-employment examination. At this time, Drs. Snyder and Shapiro are interested in the general health of each employee as well as his suitability for his job.

With the coming Winter season of colds and influenza, Dr. Snyder advises: "If you have cold symptoms, come to the Health Service immediately and have them evaluated. Remember that your sniffles can spread and infect your co-workers. And never forget that a cold can harm a weak patient."

Dr. Snyder announced that free influenza innoculations are available to all employees.

New Phone Number Now REgent 4-4400

On November 17th the telephone number of the Hospital will be changed to insure better and faster service. Please inform all people and organizations you deal with of this change. The new telephone number is REgent 4-4400.

Representative Committee Acts On Hospital Safety

Beth Israel Hospital has had a Safety Committee since 1955. In its present form and organization, it is a very active and effective committee, reports Vincent Gardner, Administrative Engineer and Chairman of the Safety Committee.

The purposes of the committee are to:

- Review and follow-up all reports of employee, patient, and visitor incidents.
- Recommend safety and fire regulations and implement them once they become Hospital policy.
- Conduct periodic test drills to train personnel and test equipment and systems.
- Function as a liaison between Beth Israel Hospital and city and state fire and safety organizations.
- Provide the Hospital with an organized group for designing and administering a safety and fire prevention program that will benefit the Hospital, its employees and staff, and the community which it serves.

Hold Bi-Weekly Meetings

At its bi-weekly meetings, the Safety Committee reviews each incident and assigns an appropriate representative from each division to follow-up the case according to the committee's recommendations. Corrective action is taken where the committee feels it is indicated and final results are reported and read into the minutes.

Secretary of the committee is Mrs. Reda Robinson, Executive Secretary in Personnel. Other committee members are John Cusack, Security Officer, Maintenance Department; Gilbert Guy, Administrative Assistant, Division of Nursing Service; Robert Morgan, Administrative Assistant, Division of Clinical Services; Silas M. Wass, Director of House Services and Administrator responsible for the committee.

The committee invites your suggestions about safety and asks that you submit them through Mrs. Robinson.

Turkey in BIH Style

(Continued from Page 1, Col. 1)

Shall enhance the feast even
further.
And when seen in all its entirety
What a grand tribute to the
plans of Dietary!

Bill Janek

NEW DIVISION CHIEFS NAMED

Two new Division Directors, who assumed their duties since publication of the last issue of the B.I. NEWS, are already well-known members of the Hospital family.

Dr. Keller

Dr. Martin D. Keller, who was Chief of the Bureau of Direct Services at the Ohio Department of Health, is the new Director of Clinical Services. Mr. Louis Stein, who was Director of Public Relations for the Council of Jewish Federations and Welfare Funds in New York City, was named Director of Public and Community Relations.

To Coordinate Services

Dr. Keller, who holds degrees from Yeshiva University in New York (A.B.); New York University (M.S. and Ph.D.); Cornell University (M.D.); Columbia University (Master of Public Health), will have responsibility for administrative coordination of the services of Pathology and Laboratories, Radiology, Medicine, Obstetrics, Pediatrics, Psychiatry and Surgery; Ambulatory Services; Social Service; Pharmacy; Medical Records; and Home Care.

Mr. Stein

Has Extensive Background

Mr. Stein, a graduate of the City College of New York, was also Director of its Department of Public Relations for several years. He has worked in all phases of communications—newspapers, radio, television, advertising and films. His experience includes health and welfare fields extensively. He has taught journalism, public relations and English, and worked closely with a government-sponsored national study on Coordination of Services for the Chronically Ill.

Left to right: Mr. Melvin W. Mann of Newton, Mrs. Fanny Paine of Chestnut Hill, both recipients of 5 to 9 year pins; Mr. Rudolph H. Wyner, President of Beth Israel Hospital; Dr. Sidney S. Lee, General Director.

Volunteer Annual Party Features Service Pins; Honor Mrs. Sugarman

Volunteers at the Hospital who have served from 5 to 9 years or for more than 10 years were honored at the Annual Volunteer Party held in the George Sherman Auditorium at the Hospital on Tuesday evening, October 25th.

Mrs. Edward A. Sugarman, Director of the Volunteer Service, presided. Following a greeting by Mrs. Norman L. Cahners, President of the Women's Auxiliary, guests saw a documentary film, "A Tribute to You," presented and moderated by Mrs. Ferdinand Hoffman, Administrator of Branches and Director of Public Relations, Women's Auxiliary.

Dr. Sidney S. Lee, General Director, and Mr. Rudolph H. Wyner, President of the Hospital, presented the awards.

Of special note was the fact that Mrs. Sugarman was observing the 10th Anniversary of her work at the Hospital.

Provide Free Medical Care For Hub Israeli Students

When Israeli students come to Boston they go almost immediately to a man they know as their friend. They call him "Uncle Fred."

"Uncle Fred" is known to the community as Mr. Fred Monosson, Trustee of Beth Israel Hospital and President of the Zionist House in Boston.

Long before the students arrive, he has sent a letter telling them about Beth Israel Hospital's Israeli Student Medical Program which provides complete medical and surgical care for all students and their wives and children as a free service.

The care, offered through the Outpatient Department clinics and on the Ward Service at Beth Israel in cooperation with the Zionist House, is one of the Hospital's many community services.

In the beginning, the Israeli students who came to Boston were members of high position in the Israeli Army. The program continued to grow and today includes all Israeli students in Boston. This year 144 Israelis (66 students, 37 wives and 41 children) are eligible for the plan.

Since the inception of the program in 1952, some 900 persons have been cared for and 200 babies were born at the Hospital.

Dr. Blumgart Gets Gold Heart Award

Dr. Herrman L. Blumgart, Physician-in-Chief at the Hospital and Director of Medical Research, was one of three recipients of the American Heart Association 1960 Gold Heart Award last month.

Dr. Blumgart, who is a Professor of Medicine at Harvard Medical School, was cited for his services as editor-in-chief of *Circulation*, a professional journal published by the American Heart Association.

We Greeted Autumn With a Get-Acquainted Open House

Jacob Sack, Porter, is shown introducing Ebba Schkoba, Nurse's Aide, Central Supply, to a group gathered at the Open House.

Pictured left to right: Sheila Freedman, Secretary, Admitting; Mary Hines, Secretary, Anesthesiology; and Bernice Lieb, Head Cashier.

Left to right: Mrs. Norma Shereck, Secretary; Bernerd Phillips, Volunteer; Joe Barbano, Research Assistant, all of the Medical Care Studies Unit. In the background coming to join them is Mrs. Ina Burstein, Administrative Assistant, Home Care.

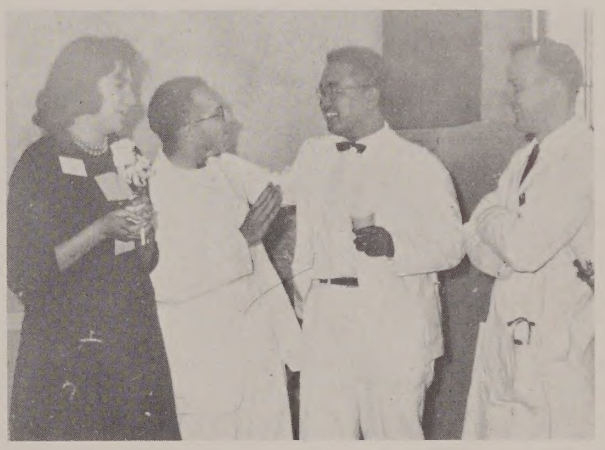
We greeted fall with the Get-Acquainted Open House on Tuesday, October 18th. Employees and Staff mingled in the South Cafeteria which was brimming with people, music and goodies.

A lavish table was prepared by the Dietary Department, and carnationed hostesses greeted the guests.

Chairman of the event was Barbara Ghelfi, Clinical Pathology. Hostesses were: Helen Berman, Dietary; Ina Burstein, Home Care; Esther Bradford, Gift Shop; Helene Fanberg, Pathology; Sheila Freedman, Admitting; Sandra Gold, Physical Medicine; Eleanor Hark, Dr. Lee's Office; Gail Jacobs and Edith Kessler, Public Relations; Ann Kotarski, Pediatrics; Henrietta Lederman, Nursing; Ruth Leibovitz, Pathology; Ruth Miller, Medical Care Studies; Gloria Posner, Dr. Feeney's Office; Elvira Showstark, Photography; Rose Sonberg, Nursing; Bernice Stein, Dr. Blumgart's Office; Helen Swartz, Maintenance; Eleanor Tessel, Payroll; Penelope Wells, Psychiatry.

The Open House was the first of several events planned for the year by the Personnel Division.

Thelma Willis, Dietetic Intern (left), is shown refreshing the coffee urn for Gloria Posner, Executive Secretary to Dr. Feeney, who served as a hostess. Awaiting coffee are Adele Zysman, Pantry Lady, Dietary; Bette Milivsky and Arlene Bornstein, Juniors in the School of Nursing.



Left to right: Helene Fanberg, Secretary to Pathology, enjoys the company of Dr. Morton Bender and Dr. Akio Takeuchi, Assistant Residents in Pathology, and Chet Berlin, Harvard Medical Student.

Miss Theodora M. Jay, Director of Personnel (left), pauses to chat with Mrs. Rose Blayman, Head, Admitting (right).

Student X-ray technicians are shown with Dark-Room Technician Stanley Morse (center). Left to right: Jacqueline O'Hagan, Marsha Thompson, Theresa deBettencourt.

Meet The Family: Shutter-Snap Showstarks

Paul, Elvira and Stephan Showstark

Paul and Elvira Showstark share a hobby and a profession —medical photography. They met in Rome while Paul was at the Italian Front during World War II.

Elvira Sonnino could speak no English and Paul could speak but a few words of Italian, but "we found a way to communicate," they say.

Marriage, Children and a Hobby

They were married in Rome on July 22, 1945. Paul returned to Boston where Elvira joined him six months later. Their son, Stephan, was born in 1949.

Elvira began to work with Paul as a volunteer. "But soon she became so adept that she was asked to work full time," Paul explained.

Their philosophy about children is evidenced in their son, Stephan, who is admired by all who know him. "We believe that it is possible to talk to a child honestly and treat him as a responsible individual."

Bring Relatives from Italy

After visiting Italy this summer, they decided to bring Elvira's sister and her five children to Boston so that they may avail themselves of the opportunities here. "We expect that Stephan will be able to help these children adjust to their new country. He speaks Italian quite well," Elvira noted with pride.

Paul Showstark took to photography when he was a youngster. In his late teens, he became a medical photographer for Tufts Medical School, and in 1942, came to Beth Israel Hospital. Except for the leave of absence during the war, he has been here ever since. Physicians throughout the Boston area praise his work. "Paul is skillful and artistic," said one physician. "His word is his bond," said another.

Many physicians from other medical schools bring their work to Paul because of his precision.

Paul has trained many volunteers in photography. Many of these young men and women have gone on to medical school.

Under his supervision, every baby born at Beth Israel Hospital is photographed with special cameras.

The Showstarks can be seen in the operating room, in the laboratories, and at employee and community events. They work long hours but enjoy it.

The sign on the door of the Photography Laboratory expresses their philosophy of life. Written by Andre Maurois, it reads:

Words to Live By
Memo from an Optimist

"To love the good in people around me, and to avoid the wicked . . . to enjoy my good fortune and to bear my ill . . . and to remember to forget—that has been my optimism. It has helped me to live. May it help you, too."

What's Going On?

Social Service

Social Service welcomes its new staff members: **Mrs. Carol Parks,** Executive Secretary; **Mrs. Ruth Alpert,** Medical Social Work Student Supervisor; **Miss Mary Palmer,** Supervisor, Psychiatric Social Work Unit; **Miss Jane Barnett** and **Mrs. Miriam Levy,** Case Workers.

Dental Clinic

Dr. and Mrs. Gilbert Bardfeld recently welcomed a second son, Lawrence. Dr. Bardfeld is a Periodontal Fellow for 1960-61 at the Clinic.

House Officers

Dr. and Mrs. Roger Sweet (Intern, Medicine) welcomed a son, Thomas, on October 1st. . . . **Dr. Melvin Klein** (Intern, Medicine) will be married this month to Luise Michelson of N. Y.

Clinical Services

A second daughter, Elizabeth Anne, was born October 31st to **Dr. and Mrs. Martin Keller.** . . . Welcome to **Miss Anita Woo,** who has joined the Division as Executive Secretary.

Clinical Pathology

Miss Mary Larson, from Endicott Junior College, joined the Clinical Pathology Office as Recorder. . . . The Bacteriology Laboratory welcomes two newcomers, **Miss Alicia Lander,** technician; and **Miss Linda Moskowitz,** clerk.

Medical Research

Two members of this department are working in Europe this year: **Dr. Howard Hiatt,** who is at the Pasteur Institute in Paris and **Dr. Philip Troen,** who is at the Karolinska Institute in Stockholm.

Medical Care Studies Unit

Welcome back to **Norma Shereck,** secretary, and to **Bernerd Phillips,** volunteer, after his tour of jury duty. . . . **Margaret Ann Smith,** casework research assistant, is now in her new working quarters, with the establishment of the Private Patient Counseling Service. This new outpost of the Social Service Department, offering counseling for private patients on a fee basis, is to be found in Room S214 of the South Building.

Maintenance

Mr. Vincent F. Gardner, Administrative Engineer and **Mr. Harry Bailey,** Assistant Administrative Engineer, will attend a conference on Hospital Engineering on November 18th in Concord, New Hampshire.

Purchasing

Mr. Vincent W. Godlesky, Purchasing Agent, attended the New England Section of the National Association of Educational Buyers Fall Meeting at Northfield, Mass., October 24-26.

Admitting

Mrs. Roberta Feldman, Admitting Officer, has resigned to await the birth of her first child, around Thanksgiving time.

Nursing

Miss Dora E. Zolotin, Mrs. Virginia Johnsen, Mr. Ronald Nichols, Miss Claire Bassett, Mrs. Estelle Bernardin, Miss Betty Ann Denisevich, Mrs. Sheila Gagnon, Miss Florence Coslow, all attended the Annual Convention of the Mass. Nurses Association in Worcester on October 26, 27 and 28. **Mrs. Eliza Brillard** presided over the Institutional Nursing Service Administrators Section.

Fiscal Services

Mrs. Jacqueline Turin left her position to become **Mrs. Al Zimmerman** and **Mary Peters** has taken her place as Executive Secretary.

BETH ISRAEL NEWS

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Editor: Mr. Louis Stein

Associate Editors: Miss Gail Jacobs, Mrs. Edith Kessler

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